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PTO/SB/21 (09-04) Approved for use through 07/31/2006. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. Application Number 10/035,090 TRANSMITTAL Filing Date December 26, 2001 First Named Inventor **FORM** Martin Art Unit 2681 **Examiner Name** T.M. Beamer (to be used for all correspondence after initial filing) Attorney Docket Number 20009.0176US01 (010546) Total Number of Pages in This Submission **ENCLOSURES** (Check all that apply) After Allowance Communication to TC Drawing(s) Fee Transmittal Form Appeal Communication to Board Licensing-related Papers Fee Attached of Appeals and Interferences Appeal Communication to TC **√** Petition (Appeal Notice, Brief, Reply Brief) Amendment/Reply Petition to Convert to a Proprietary Information After Final Provisional Application Power of Attorney, Revocation Status Letter Affidavits/declaration(s) Change of Correspondence Address Other Enclosure(s) (please Identify Terminal Disclaimer below): Extension of Time Request Return Postcard Request for Refund Express Abandonment Request CD, Number of CD(s) Information Disclosure Statement Landscape Table on CD Certified Copy of Priority Remarks Document(s) Reply to Missing Parts/ Incomplete Application Reply to Missing Parts under 37 CFR 1.52 or 1.53 SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT Firm Name WITHERS & KEYS, LLC Signature Printed name Jeramie J. Keys Date Reg. No. 42,724 August 17, 2005 CERTIFICATE OF TRANSMISSION/MAILING I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below: Signature August 17, 2005 Jeramie J. Keys Typed or printed name

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Martin

Examiner:

Beamer

Serial No.:

10/035,090

Group Art Unit:

2681

Filed:

Dec. 26, 2001

Docket No.:

20009.0176US01

(BS00-395)

Title:

SYSTEM AND METHOD FOR MANAGING TEXT ADVERTISEMENTS

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22313-1450 on August 17, 2005.

Name: Jeramie J. Keys

AMENDMENT AND RESPONSE

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

This communication is responsive to the Office Action mailed on June 6, 2005.

Amendments to the claims begin on page 2. Remarks begin on page 6.